

**CONTACT:**

Mr. Tai Freligh, Communications Manager  
NH Division of Travel and Tourism Development  
**Phone:** (603) 271-2343, Option #2 / **Cell:** (603) 545-4840  
**URL:** [www.visitnh.gov](http://www.visitnh.gov)

**Email:** [tai.freligh@dred.state.nh.us](mailto:tai.freligh@dred.state.nh.us)  
**Twitter:** VisitNH / CanucksLoveNH  
**Facebook:** [www.facebook.com/VisitNH](http://www.facebook.com/VisitNH)  
**Pinterest:** VisitNH **Flickr:** VisitNH

**FOR IMMEDIATE RELEASE:****Record Setting Columbus Day Weekend Expected!**

*625,000 Visitors Expected to Spend \$91 Million In New Hampshire This Holiday Weekend*

**Concord, NH, 2012** – 625,000 visitors are expected to come to New Hampshire to see the incredible fall foliage over the Columbus Day Weekend, up 2 percent over last year. As the colors turn, travelers are expected to drop more than \$91 million, up 4 percent over last year, according to a report by the Institute for New Hampshire Studies. Columbus Day Weekend is the third busiest tourism weekend of the year after the 4th of July and Labor Day.

“From fairs and festivals to farmers markets, pick-your-own and fall foliage, the Columbus Day Weekend is a perfect opportunity to experience the fall season in New Hampshire” said Lori Harnois, Director of the New Hampshire Division of Travel and Tourism.

Visitors to New Hampshire for the holiday weekend can track the fall colors with weekly foliage reports sent to the website and iPhone and Android apps. Foliage reports are posted to [www.visitnh.gov](http://www.visitnh.gov) on Tuesdays and Thursdays throughout the fall season. Current foliage pictures are also posted daily to Facebook, Twitter, Instagram and Pinterest.

**ABOUT THE DIVISION OF TRAVEL AND TOURISM DEVELOPMENT**

The Division of Travel and Tourism Development, as part of the New Hampshire Department of Resources and Economic Development, works with the state’s seven travel regions to increase visitation, travel and visitor expenditures in order to expand business activity and employment throughout the state. The division is responsible for domestic and international advertising and public relations, literature publication and distribution, [www.visitnh.gov](http://www.visitnh.gov) administration, grant administration and research to monitor and measure the impact of travel and tourism to the state. For more information about New Hampshire tourism, call 603-271-2665 or visit [www.visitnh.gov](http://www.visitnh.gov).

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